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**MENTOR to Honor Tom Cruise, Tom Brokaw,
Bank of America and Ernst & Young LLP
[GRAB ATTENTION WITH YOUR HEADER]**

Jon Stewart to Emcee National Recognition Event

**[THE LEAD SENTENCE IN YOUR FIRST PARAGRAPH IS KEY – THE PRESS WILL DECIDE
HERE WHETHER OR NOT TO COVER YOUR EVENT. BE SURE THAT THE “WHO”, “WHAT”,
“WHERE”, “WHEN” AND “WHY” IS IN THIS PARAGRAPH.]**

Citing the honorees' exemplary dedication to youth mentoring, **MENTOR/National Mentoring Partnership** has announced it will present *Excellence in Mentoring* awards to actor Tom Cruise, NBC Anchorman Tom Brokaw, Bank of America and Ernst & Young LLP at its annual National Recognition Event: *Mentoring's Big Night on the Hudson*. Jon Stewart of “The Daily Show with Jon Stewart” will be on hand to emcee the gala event, which will take place on June 19 at 7:00 p.m. at Pier Sixty at Chelsea Piers in New York City.

[YOUR SECOND PARAGRAPH BUILDS ON THE IMPORTANT “WHY” INFORMATION.]

The event recognizes individuals and organizations which have made significant contributions to closing the nation's “mentoring gap.” Based on current census data and at-risk factors, MENTOR estimates that 17.6 million young people could benefit from having a mentor, and that 2.5 million currently are in formal mentoring relationships. That leaves 15.1 million young Americans still in need of mentors; these young people comprise the mentoring gap.

**[THE THIRD AND FOLLOWING PARAGRAPHS BUILD ON THE KEY MESSAGES OF THE
FIRST PARAGRAPH.]**

Actor and philanthropist Tom Cruise will accept the *Excellence in Mentoring Award for Program Leadership* for his central role as founding board member of the Hollywood Education and Literacy Project (H.E.L.P.). A community-based literacy and mentoring project founded in 1996, H.E.L.P. delivers one-on-one tutoring and mentoring for students and their families, as well as instruction, training and internships for volunteers and people opening community centers in other areas – at no cost to participants. After only 80 hours on the H.E.L.P. program, students aged 5 to 12 increased their reading levels by 1.8 grades; students aged 13 to 18 increased by 4.6 grade levels; and adults increased by a full 6 grade levels. With Cruise's unflagging support, H.E.L.P. has turned around the lives of thousands of young people and their families in the United States, England, Scotland and Africa.

NBC Anchorman Tom Brokaw is being honored for his leadership as a media spokesperson for the youth mentoring movement. He **will receive the *Excellence in Mentoring Award for Media Leadership***. Brokaw is an outspoken believer in the power of mentoring: he attributes his own success to having had a number of caring adults to encourage and guide him throughout his childhood and young adulthood. Despite heavy demands on his time, Brokaw has volunteered to serve as a spokesman for mentoring. His belief in mentoring and his willingness to spread the message about its importance to young lives have helped focus national attention on the need for more mentors. And his voice helps influence the decision-makers who can help close the nation's mentoring gap.

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DIRECT THE READER TO KEEP READING.]**

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Bank of America Chairman and CEO Kenneth D. Lewis will receive an *Excellence in Mentoring Award for Corporate Leadership* for the bank's tremendous support of mentoring projects throughout the nation. Bank of America supports mentoring in a number of important ways. The bank has adopted formal volunteer-friendly policies (including time to volunteer during the work day). The Bank of America Foundation matches, dollar-for-dollar, associate (employee) contributions to qualifying nonprofit organizations across the nation. The bank's Volunteer Grants Program encourages associates to contribute volunteer hours to nonprofit organizations, which can then qualify for Bank of America grants. In addition, Team Bank of America – a global grassroots organization of current and former associates – contributes over 650,000 volunteer hours annually.

Ernst & Young Chairman James S. Turley will accept an *Excellence in Mentoring Award for Corporate Leadership* on behalf of the firm's eminently successful mentoring program with Adlai E. Stevenson High School in the Bronx. Ernst & Young employees who volunteer for the program agree to mentor their student for four hours a month throughout the student's entire time at Stevenson – a significant commitment for both mentor and mentee. Since 1992, Ernst & Young mentors have build a solid foundation with the city's urban population by mentoring approximately 300 students. This extraordinary dedication has resulted in an astounding 90 percent of Ernst & Young mentees completing high school. In addition, Ernst & Young has helped prepare these young people for the world of work by creating special career workshops on topics such as Resume Writing and Interview Skills.

Comedian Jon Stewart will serve as emcee and will add levity to the evening with a brief commentary before presenting the awards. Stewart is considered one of America's top social and comedic voices and has received a number of awards, including a PEABODY and an Emmy.

[FINISH WITH YOUR ORGANIZATION'S "BOILERPLATE" LANGUAGE. "BOILERPLATE" IS TEXT WHICH CONCISELY EXPLAINS WHAT YOUR ORGANIZATION IS, AND WHAT IT DOES. BE SURE TO HAVE THE "FOR MORE INFORMATION..." SENTENCE WITH WEB ADDRESS INFO AT THE END.]

MENTOR is leading the movement to connect America's young people with caring adult mentors. It has made significant strides in closing the nation's mentoring gap by building a vital network of State *Mentoring Partnerships*; generating dollars and other resources for mentoring programs; and leveraging action and resources through national leadership. *Worth* Magazine recently named MENTOR one of America's 100 Best Charities for 2002. For additional information about MENTOR, please visit the organization's Web site at www.mentoring.org.

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